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12-12-2002

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Recommended Citation

University of Dayton, "In Tough Economy, Donors Focus Philanthropy and Remain Loyal: University of Dayton Attracts Greater Alumni Support" (2002). *News Releases*. 9925.
https://ecommons.udayton.edu/news_rls/9925

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Dec. 12, 2002
Contact: Teri Rizvi
rizvi@udayton.edu

NEWS RELEASE

IN TOUGH ECONOMY, DONORS FOCUS PHILANTHROPY AND REMAIN LOYAL: UNIVERSITY OF DAYTON ATTRACTS GREATER ALUMNI SUPPORT

DAYTON, Ohio — It's the time of year for giving, yet Fran Evans hears only one question these days: "How is the economy affecting your work?" As vice president for advancement at the University of Dayton, Evans heads up the largest private fund-raising operation in the region.

Even though donors are feeling the impact of a rocky stock market and a tight economy, the University of Dayton is running a full percentage point ahead in alumni participation over last year, with 834 new donors. Overall giving is up 40 percent from the same time last year, indicating that donors are paying on their campaign pledges. UD expects to close the calendar year with approximately \$10 million in commitments and is on track to raise a projected \$18-\$20 million for the fiscal year.

The picture nationally is bleaker. Charitable giving to education increased just 0.5 percent in 2001 to an estimated \$31.83 billion, according to the "Giving USA" report. In contrast, giving had increased 6 percent in 2000 and by more than 10 percent in each of the last four years in the 1990s, the report said.

As a private university, the University of Dayton relies heavily on fund raising to fund scholarships, endow faculty positions and introduce curricular initiatives.

"People are focusing their philanthropy right now," said Evans, who is cautiously optimistic about the year and finds herself being more patient about asking for gifts. "Not everyone is affected by the economy in the same way."

OFFICE OF PUBLIC RELATIONS
300 College Park Dayton, Ohio 45469-1679
(937) 229-3241 (937) 229-3063 Fax
www.udayton.edu

Evans repeated a common refrain that she's hearing from major gift donors: "I would like to support this project, but right now my available capital is tied up in recouping my losses of the past two years. But I will be able to support you in the future."

Still, in tough economic times, many people continue supporting causes at the top of their philanthropic lists, according to Joyce Dean, associate vice president for development. "It's not uncommon in hard times for donors to continue giving to causes they feel strongly about. It makes clear your philanthropic priorities."

In what *Business Week* this month called a "new era of philanthropy," donors are "more strategic" in their giving and "engage in projects that become passions." A case in point: Premier Health Partners recently pledged \$100,000 toward UD's Science Center, now under construction.

"UD has been a source of a tremendous number of physicians practicing in the Dayton area," said Thomas Breitenbach, Premier president and CEO. "We think we'll face a severe shortage of physicians in the next 20 years. Supporting the University of Dayton and the Science Center and graduating a larger number of pre-med students who practice in Dayton is in the best interests of the community."

Just as the stock market took a nosedive this summer, UD closed its \$150 million "Call to Lead" fund-raising and image-building campaign with a record \$158 million in commitments. Even with a \$17.5 million gift from the Cincinnati Province of the Society of Mary (Marianists), nearly half (46 percent) of UD's undergraduate alumni supported the six-year effort, with more than 56,000 people or organizations making gifts or pledges from every state in the nation and 20 countries.

"We're sustaining a trend line of growth. We're running strong in both dollars and alumni participation," Dean said.

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For media interviews, contact **Joyce Dean** (937) 229-2557 and **Fran Evans** at (937) 229-2912.